

MISSOURI DIVISION OF TOURISM

SEPTEMBER 2024 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 10/07/2024)

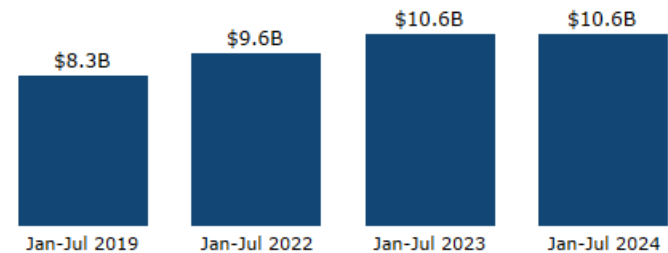




Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year

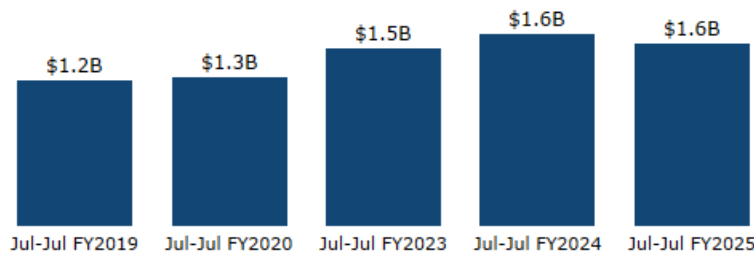


Jan-Jul 2024
Tourism-Related Sales
Revenue
\$10.6B
▲ 0.0% vs. STLY

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

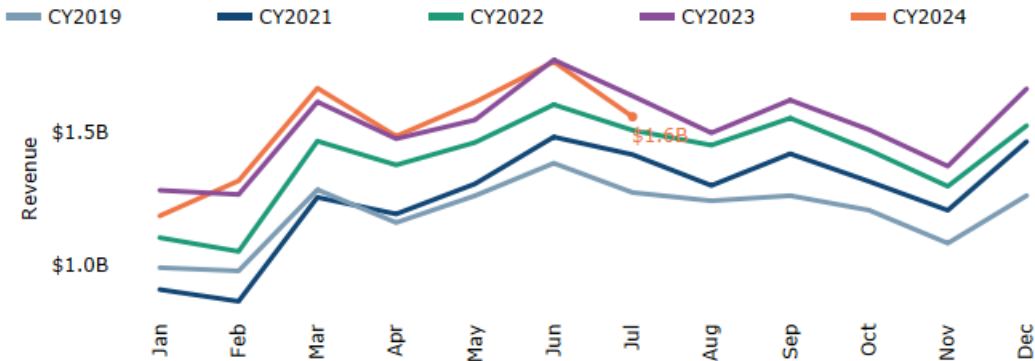
Fiscal Year



Jul-Jul FY2025
Tourism-Related Sales
Revenue
\$1.6B
▼ -4.8% vs. STLY

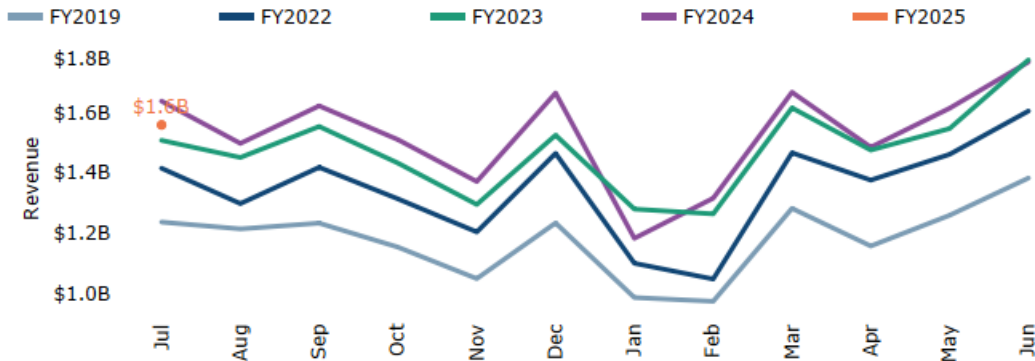
Tourism-Related Sales Revenue by Month

Calendar Year



Tourism-Related Sales Revenue by Month

Fiscal Year



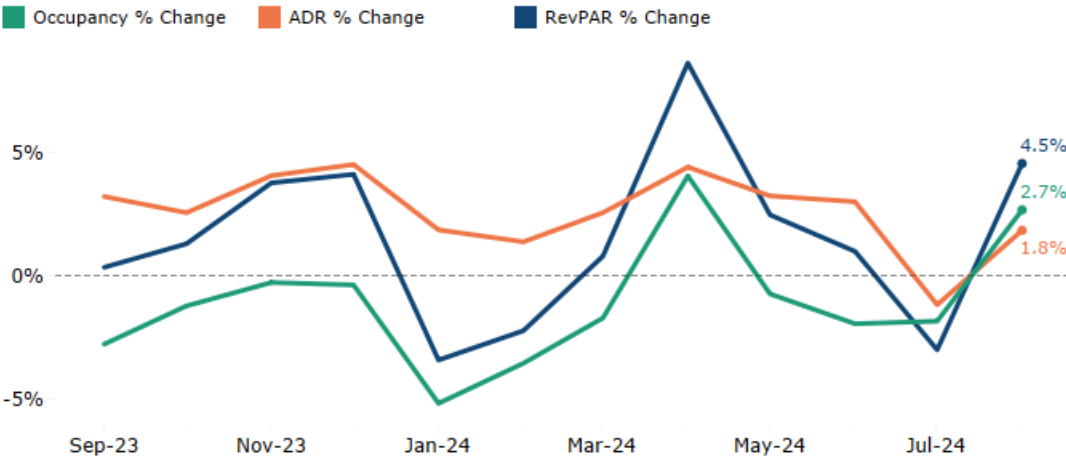
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Aug 2024	59.5%	\$121	\$72	3.3M	2.0M	\$241.7M
Change vs. Previous Year	▲ 2.7%	▲ 1.8%	▲ 4.5%	▼ 0.9%	▲ 1.7%	▲ 3.6%
Year-to-Date	56.7%	\$122	\$69	26.2M	14.9M	\$1.8B
Change vs. Previous Year	▼ 0.9%	▲ 2.2%	▲ 1.3%	▼ 0.3%	▼ 1.2%	▲ 0.9%

STR Monthly Lodging Trends

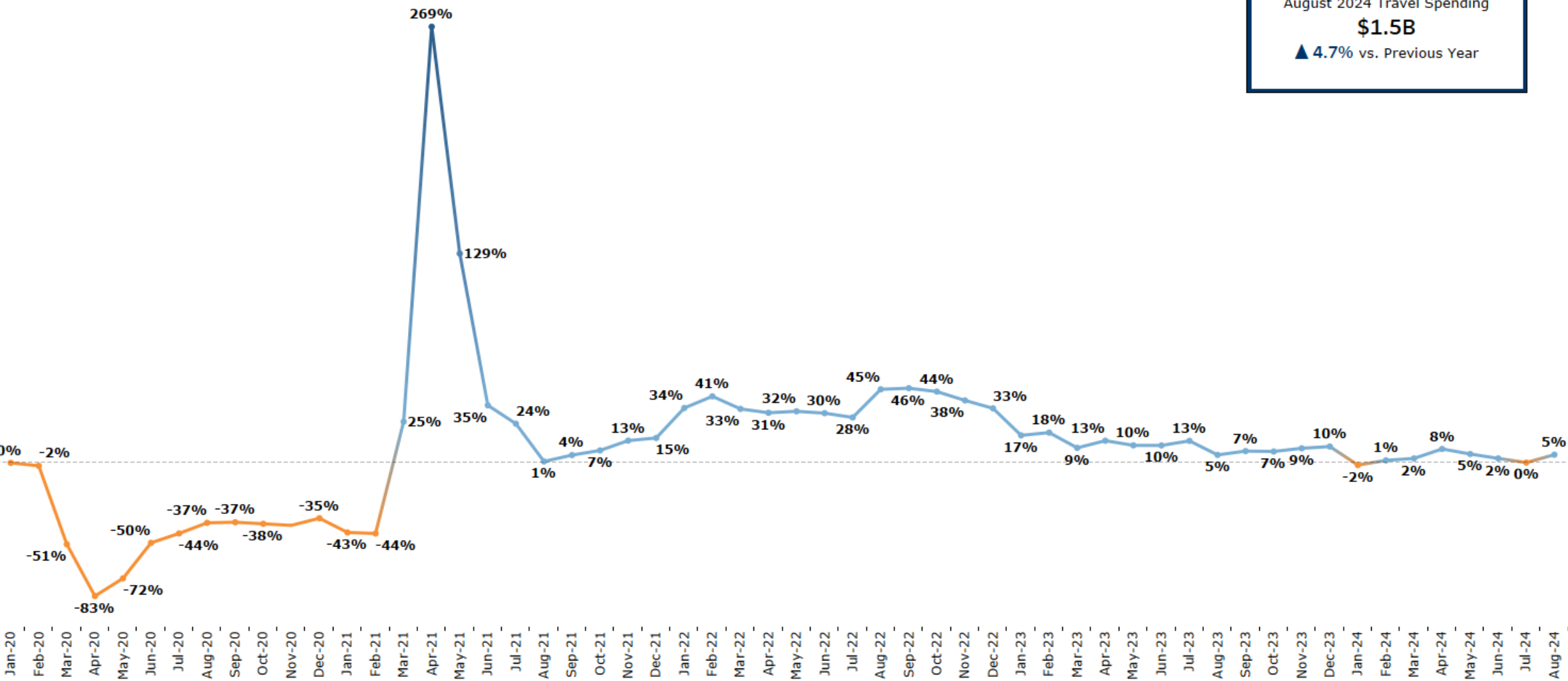
% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

Travel Spending in Missouri

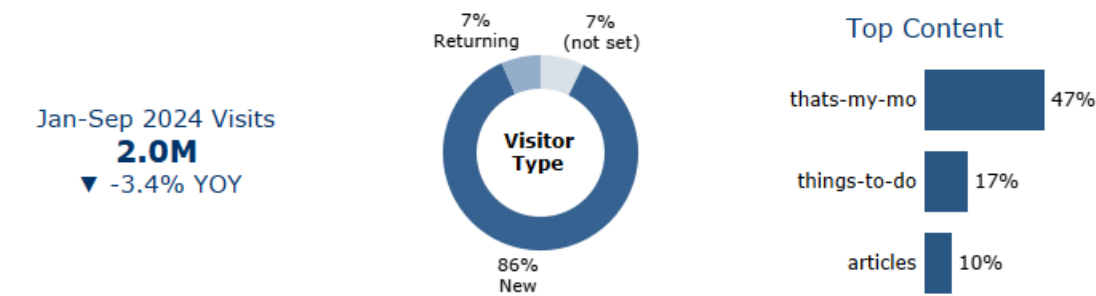
% Change from the same month in Previous Year



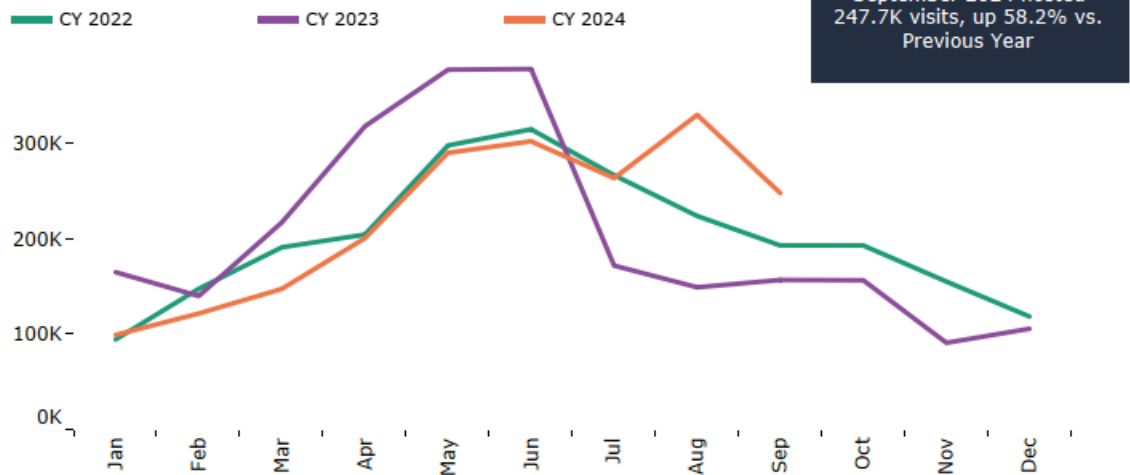
August 2024 Travel Spending
\$1.5B
▲ 4.7% vs. Previous Year



Calendar Year-to-Date



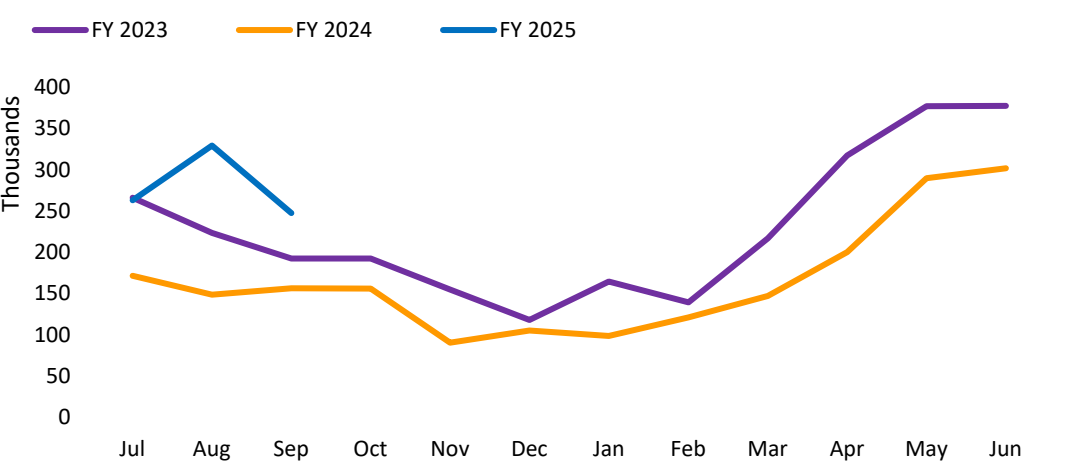
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Sep 2024
4.0K
▼ -58.4% vs. STLY

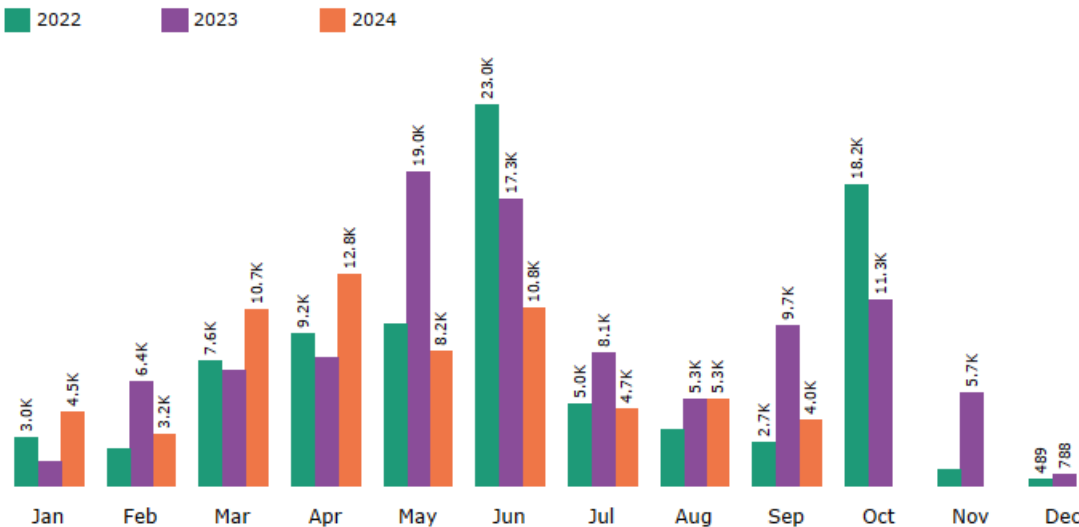
Jan-Sep 2024
64.1K
▼ -22.0% vs. STLY

Welcome Center Visits

Sep 2024
31.3K
▼ -17.7% vs. STLY

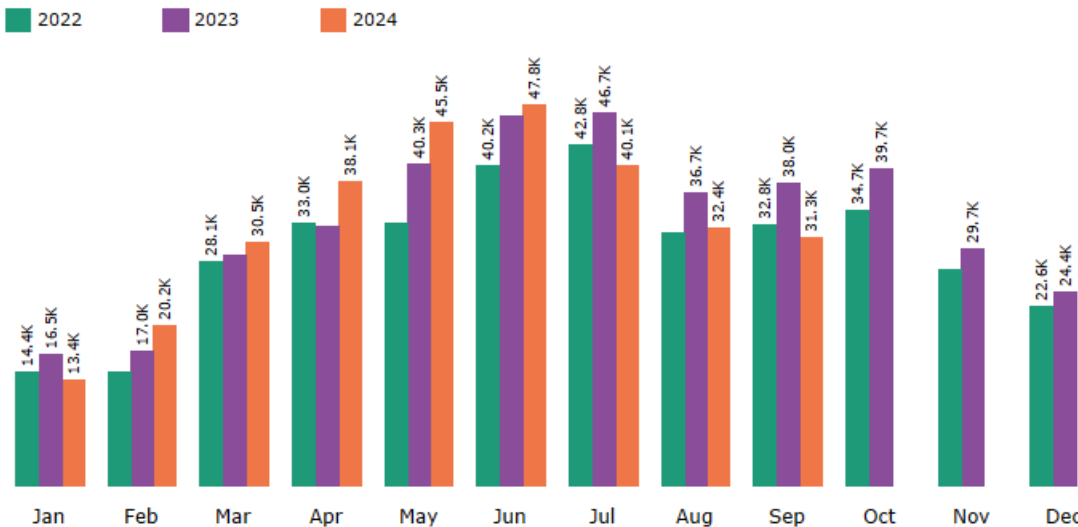
Jan-Sep 2024
299.2K
▼ -1.3% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

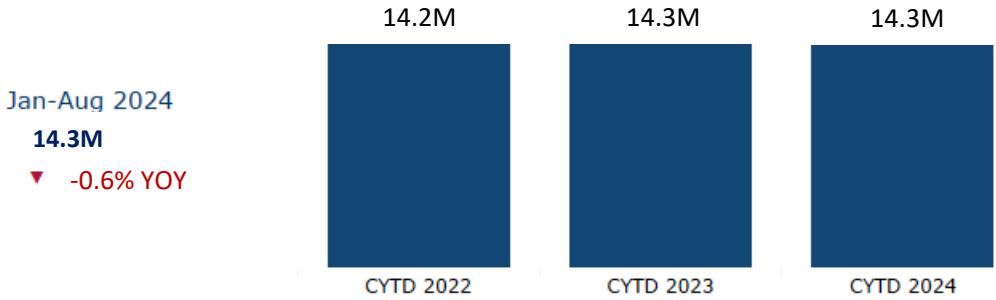


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

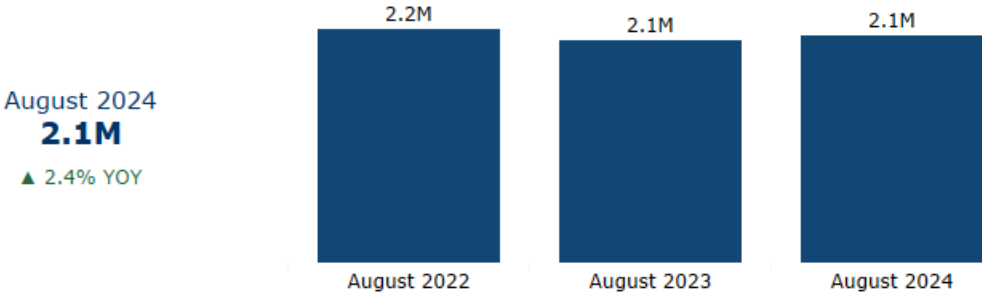
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

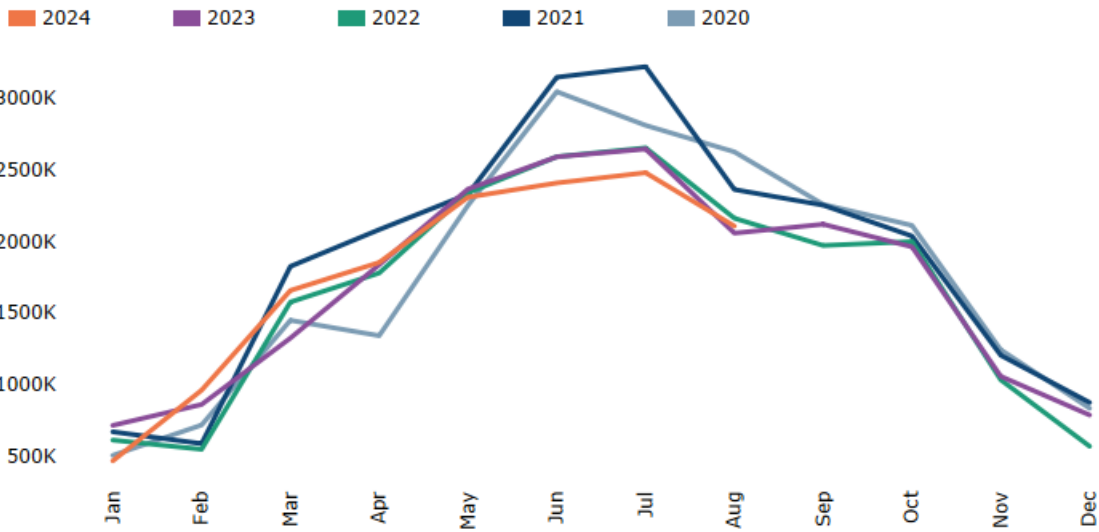


Monthly Visitation



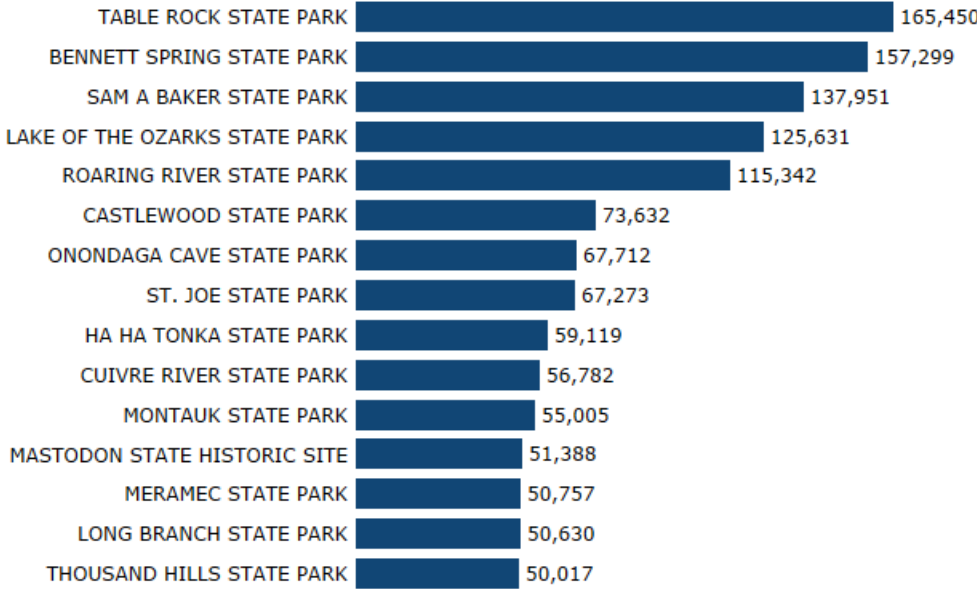
State Parks Visitors by Month

All Missouri State Parks

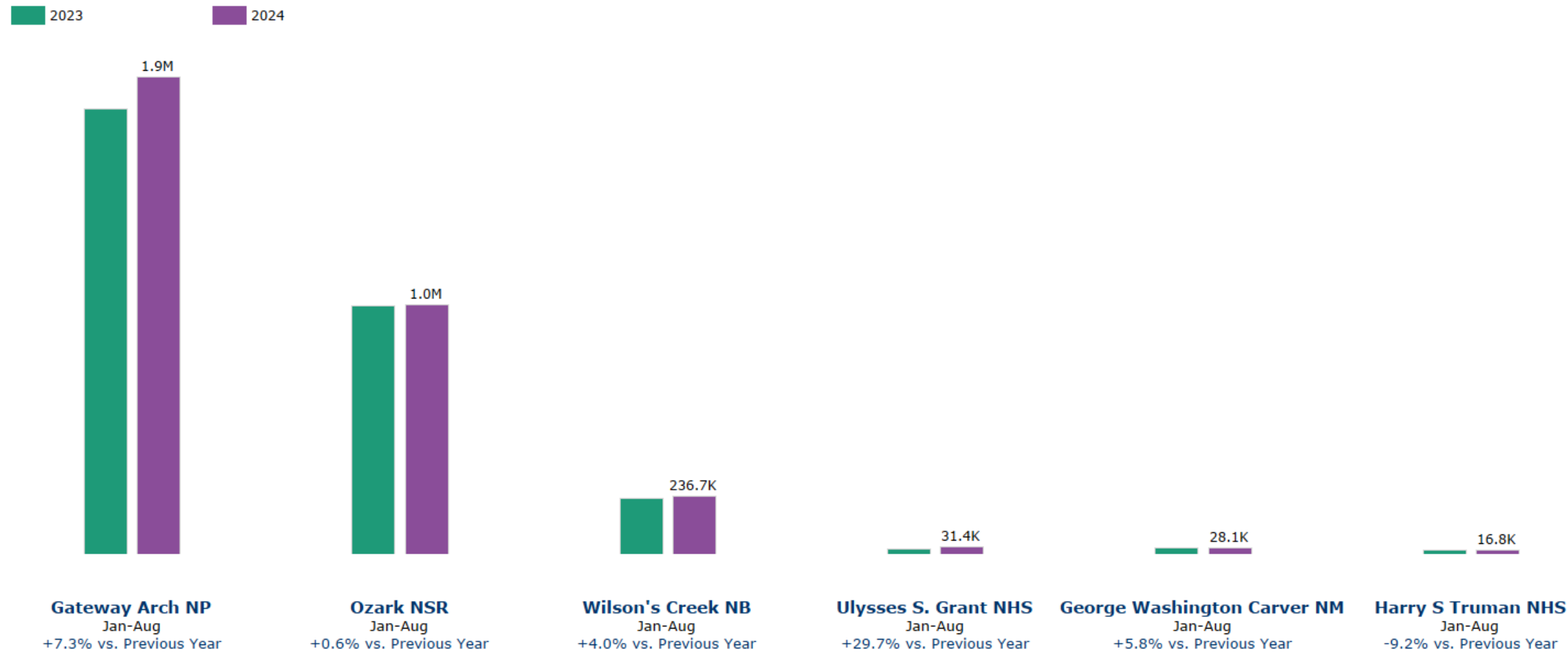


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in August 2024



Attendance by Park



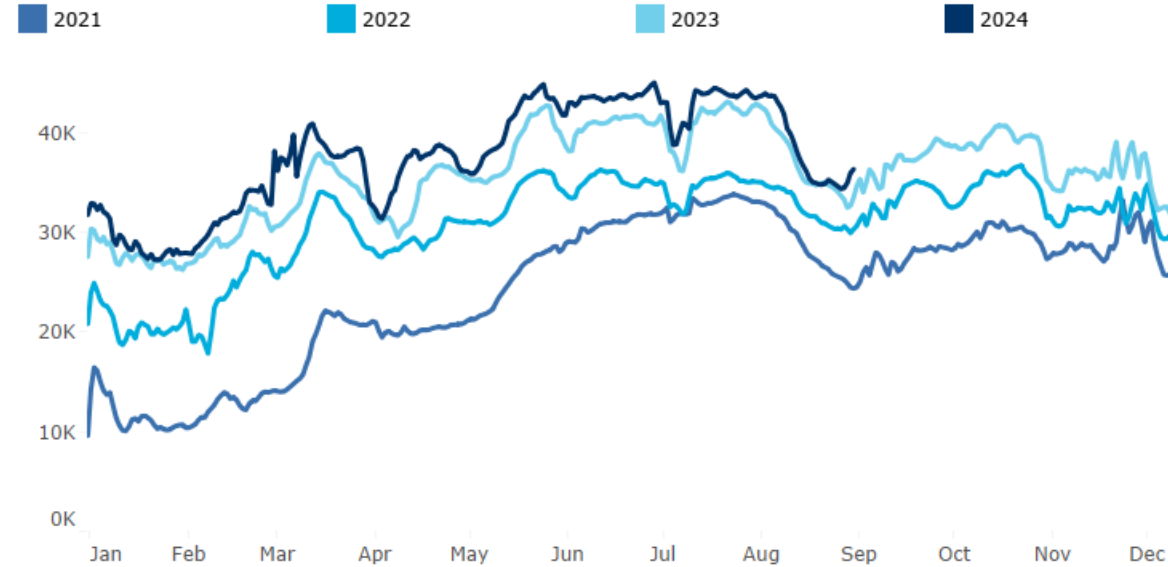
Airport Throughput by State
 August 2024

Month: August 2024
 Primary State: Missouri
 Comparison State 1: Illinois
 Comparison State 2: Tennessee
 Compare to: Previous Year
 Report Type: Month



MOM: ▼ -12.1%
 August 2024 YOY: ▲ 5.0%
 August 2024 vs. 2019: ▲ 5.2%
 Month YOY vs. Previous Year: ▲ 5.0%

Throughput: Missouri
 7 day moving average trend

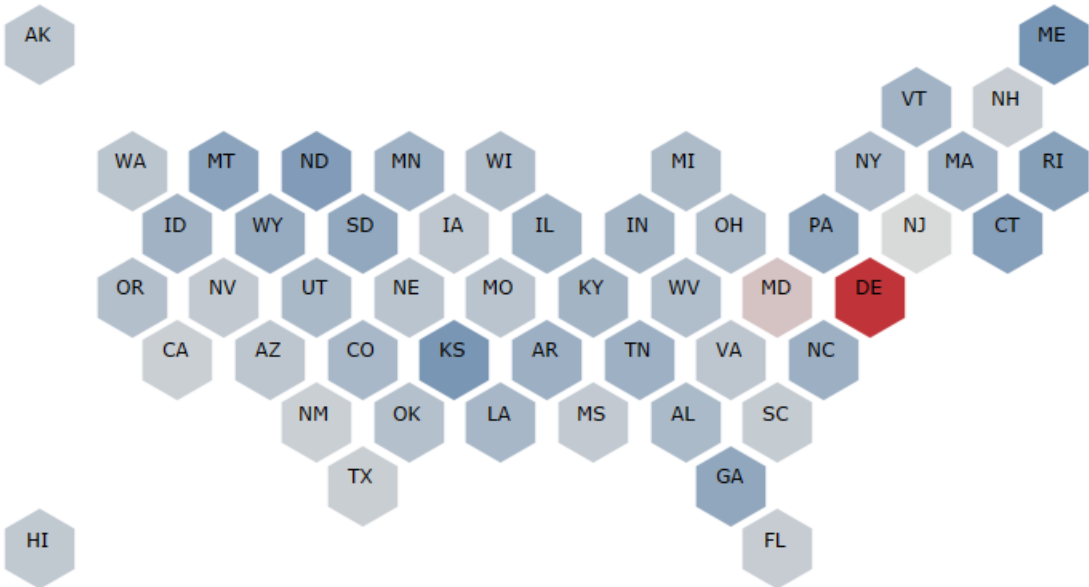
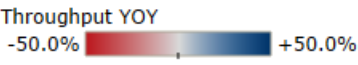


Source: TSA

Competitive Set Throughput
 Last 6 months, vs the same months in 2023

	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Missouri	+5%	+8%	+8%	+6%	+4%	+5%
Illinois	+5%	+4%	+10%	+7%	+8%	+9%
Tennessee	+4%	+5%	+8%	+8%	+7%	+10%
USA	+7%	+5%	+8%	+6%	+5%	+5%

Throughput by State of Departure
 August 2024 Month vs the same time period in 2023 (Click to filter)



Missouri Throughput by Airport

August 2024

Month
August 2024

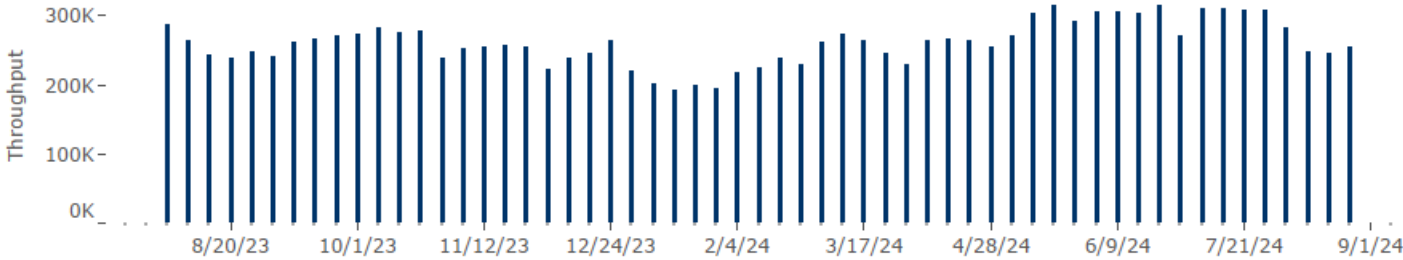
State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
All Airports	5%	8%	8%	6%	4%	5%
St. Louis Lambert International	7%	9%	10%	6%	4%	6%
Kansas City International	2%	6%	6%	4%	3%	3%
Springfield-Branson National	10%	18%	10%	15%	11%	13%
Columbia Regional	-8%	7%	7%	8%	3%	6%
Joplin Regional	2%	8%	4%	28%	51%	56%
Cape Girardeau Regional	6%	16%	41%	18%	11%	24%
Waynesville-St Robert Regional Forney Field	4%	-25%	25%	12%	25%	13%
Kirksville Regional	18%	7%	27%	65%	100%	54%
Branson Airport						

Map View of Airports

August 2024 Month, % change relative to 2023
Click on airports to sort Throughput by Week chart

